

ABSTRACT

5 A system for integrating video programming with the vast information resources of
the Internet. A computer-based system receives a video program with embedded uniform
resource locators (URLs). The URLs, the effective addresses of locations or Web sites on the
Internet, are interpreted by the system and direct the system to the Web site locations to
retrieve related Web pages. Upon receipt of the Web pages by the system, the Web pages are
synchronized to the video content for display. The video program signal can be displayed on
a video window on a conventional personal computer screen. The actual retrieved Web pages
are time stamped to also be displayed, on another portion of the display screen, when
10 predetermined related video content is displayed in the video window. As an alternative, the
computer-based system receives the URLs directly through an Internet connection, at times
specified by TV broadcasters in advance. The system interprets the URLs and retrieves the
appropriate Web pages. The Web pages are synchronized to the video content for display in
conjunction with a television program being broadcast to the user at that time. This
15 alternative system allows the URLs to be entered for live transmission to the user.

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